

Yes, S. Moysa

POUNDMAKER

we know who you are

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Major revolutionary advance at U of A

by John Ray

Remember the days when the legal drinking age was 21 and the stories of the time when no self-respecting citizen would set foot in a beer parlor; the days when a European would come to Canada, go down to the pub to meet the locals, only to find a chamber of horrors where men fought, spat, and lay unconscious in their own vomit?

Well, the wild days of Canada are almost over, and we are beginning to mellow with age. Some still go to the tavern looking for a woman or a fight, but as the song says, "The times they are a-changin'".

Last week U of A students and staff approved the sale of beer and wine for consumption on campus. Of the 5,790 who cast ballots in the referendum, 4,771 voted yes, 940 voted no, and 79 ballots were spoiled. Only 20.4 per cent of the eligible voters turned out to give their opinion, obviously not attaching much importance to the issue.

The major implications of the referendum results will be the changes that may result when licensed facilities are established in Lister Hall. For the 1800 students who live in the Lister Hall Complex, a residence pub would probably mean quieter study and sleeping areas.

Last year a brief was presented by the Joint Council of the Lister Hall Complex and the Director of Housing and Food Services, which stated, "Lacking a beverage facility within the residence complex, the resident student has no choice but to do his entertaining in that part of the complex designed for study and sleep--the residence bedroom."

The brief proposed that a licensed facility be located "in the Captain's Cabin of The Ship, and that it be restricted to the use of residents and their guests." The Captain's Cabin is an especially suitable place for a pub, as it is fairly small and intimate, but can be made larger by opening adjacent rooms if the need arises.

Besides the residence group, the Students Union will also be applying for a liquor license. A student pub will probably not exist, however, until the fall of 1973, for the whole question must be further explored, and any decision must be approved by the Alberta Liquor Control Board.

Considering the amount of red tape involved and also the state of its budget, the Students Union wants to be sure that the first pub it establishes is a success. This may not be so easy in view of the fact that several student pubs in the U.S. have become complete failures after only a few months of initial success.

With no hotels in the immediate vicinity, the U of A has been surrounded by a dry-belt since the early days of the famous tee-totalling Social Credit government. Since the change in attitude, however, the area close to the campus has become ripe for the establishment of a new hotel and tavern. The student pub would, therefore, have to be set up to compete with the city's beer parlors if it is not to become a burden on the Students Union budget.

Once the two campus pubs have been set up, the next thing will be to sell beer in paper cups for spectators at university athletic activities, and then possibly to serve beer and wine with food in CAB and The Ship. This arrangement certainly will not exist for some time, yet the next few years could see changes such as these occurring.

A. A. Ryan, Provost and Executive Assistant to the President, feels that "the liquor is here anyway in a social sense, and it is preferable for it to be served in a regulated setting."

The Golden Bear football games are a prime example of a case in which liquor is here anyway, as anyone knows who has seen the bottles and corks that litter the grass slope near the university stadium after a game.



In Vino Veritas

photo by Tom Turner

Community will decide fate of F.U.N.

by Malcolm Archibald

Would you like to have your dreams analyzed? Or get a yellow belt in karate? Or learn to crochet? And all for free?

This and much, much more is available from Edmonton's Free University North (FUN), an alternate educational system which brings together "those who want to teach and those who want to learn."

In its latest catalogue, FUN is offering a full slate of courses for the winter-spring term.

FUN is dedicated to bringing together people interested in learning in an unstructured, non-coercive environment. Predicated on the assumption that everyone knows something that others would like to know, FUN encourages and helps those who would like to share their knowledge to set up courses.

Some courses simply bring together people with common interests who

might not otherwise be aware of each other. Such courses occasionally develop into long term projects -- for example, the women's paper On Our Way started as a FUN course, and the Edmonton Folk Club has grown through its association with FUN.

The current catalogue (available at the SUB main desk) lists a number of FUN standards, such as the courses on karate and yoga (FUN's most popular offerings), creative writing, Marxist-Leninism, and the various guitar and needle-work courses. There are seven courses for and about women. The new course titles include Alternate Futures, Dream Study, Ideas of Anarchy, Action for Independence, and Introduction to Unionism.

Some of the course descriptions seem a little vague, for example, an invitation to organize a "Cultural Co-op, or anything else you have in mind."

FUN tries to operate in as flexible manner as possible and is always willing to set up new courses or seminars. As one veteran staffer put it, "we're an institution but we're not institutionalized." FUN headquarters is at Terra House, 9917 - 116 Street (phone 488-3710).

Despite chronic financial difficulties, FUN has been growing slowly and steadily during the four years since it was founded. Last fall over 600 people registered for its 60 odd courses.

Recently FUN was awarded another LIP grant, after a hiatus of two months during which the staff work was done on a volunteer basis. The present grant runs until May and will definitely not be renewed.

Ultimately the continued existence of FUN will depend its recognition and acceptance by the community at large. But for the present FUN will be able to carry "building the new society within the shell of the old."



victory?

There was a heavy turnout at the polls Friday as Arts students once again wrestled with destiny, and the democratic ideal. A massed crowd of 159 students voted, with George Mantor eventually taking the coveted position of Arts Rep on the third ballot.

Mantor's 61 ecstatic supporters (also a few semi-ecstatic supporters) should be commended on their enthusiastic support.

Congratulations, George. This could be the beginning of a dazzling career.

Co-op

by Jim Taylor

There is a way you can start to beat the high cost of food. You can join the Incredible Edibles food co-op.

Incredible Edibles is a non-profit food cooperative which distributes at St. George's Anglican Church at 11733 87th Ave. on Fridays from 3:30 to 7 p.m. The co-op buys its food wholesale and sells to members for cost, plus two per cent. The two per cent service charge helps pay for food pickups, printing and other administrative costs.

"When we start to build up a surplus from the service charge, we rebate it to our members on some food items," said Bart and Mryka Hall-beyer, the co-op coordinators. "For example, when the price of eggs soared last fall during a market fluctuation, we sold them for 10 to 20 cents below cost until the price stabilized."

Anyone can join Incredible Edibles for a \$1 membership fee which is required to satisfy provincial government regulations. Sometimes several houses will go together and buy a single membership.

"We like to see this kind of co-operation," noted Bert, "and it makes distribution easier when one car picks up all the food for several houses."

The co-op has a bias in favor of organic and health foods but can get almost anything one might want. One exception is Kraft products which they refuse to handle.

"Most people don't know, but the sugar from the Canadian Sugar Refineries at Lethbridge is made by Kraft."

The co-op would much rather support local farmers and producers, and small autonomous cheese factories, than the huge corporations. Where forced to buy from large corporations, Canadian brands like Malkins, Weston,



cuts

York, Morden House and Garden Gate take precedence unless otherwise specified by the buyers.

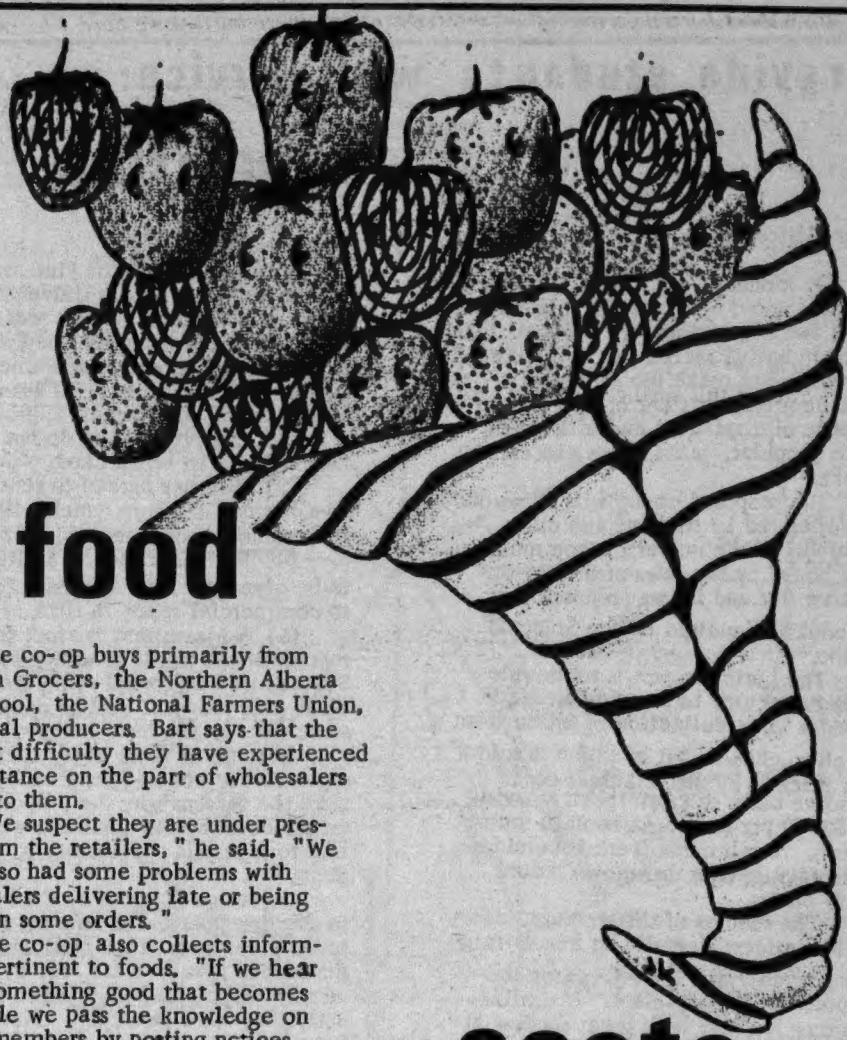
Incredible Edibles buys its canned goods in conjunction with the Boyle Street Co-op in order to take advantage of the lowest wholesale prices.

The co-op has no fresh vegetables or fruit in the winter, and is unable to handle meats other than frozen fish. During the summer they buy fresh, organically grown produce supplied by local growers. The vegetables are harvested, brought into the city, and sold to buyers the same day. This is one of the few places that has fresh local produce, since the chain supermarkets are committed to year-round contracts with California growers.

Bart estimates that food savings through the co-op amount to 10 to 15 per cent, with the greatest savings on dairy foods: eggs, whole wheat flour, health food breads from the B-Bell Bakery, and cheeses, which cost 80 to 90 cents for almost any kind.

The co-op was started last summer on an Opportunities for Youth grant, and nearly collapsed in August when the grant expired. At that point Bart and Mryka volunteered to coordinate the project, and presently have help from about 50 other members.

The co-op has a total membership of about 150, of whom 100 are actively involved. Approximately half of the members are students with the remainder including pensioners, immigrants, University professors and even a few University administrators.



food

The co-op buys primarily from Western Grocers, the Northern Alberta Dairy Pool, the National Farmers Union, and local producers. Bart says that the greatest difficulty they have experienced is reluctance on the part of wholesalers to sell to them.

"We suspect they are under pressure from the retailers," he said. "We have also had some problems with wholesalers delivering late or being short on some orders."

The co-op also collects information pertinent to foods. "If we hear about something good that becomes available we pass the knowledge on to our members by posting notices when we distribute," says Mryka. "We also hope to collect more information about nutrition and make that available."

The co-op anticipates a difficult transition period during the summer, as the membership population will be in a state of flux.

"We look forward to welcoming new members," said Bart and Mryka, "but we aren't on any rapid growth kick. We'd also like to see more regional distribution centres in the future."

costs

If we are going to encourage people to leave their cars at home, we need to distribute at places within a reasonable walking distance of where they live."

For more information about Incredible Edibles, call Bart or Mryka Hall-beyer at 435-7434 or drop in during distribution, Friday afternoons at St. George's Anglican Church.

NEW YORK (CUPI) -- Some 70 militant stewardesses, representing Stewardesses for Women's Rights (SWR) and the Stewardesses Anti-Defamation Defense League (SADL), have pledged themselves to a drive designed to organize all stewardesses against sexist commercials, books, and movies.

JoAnne Chaplain, SADL organizer, criticizes books such as "How to Make a Good Airline Stewardess", movies such as the X-rated "Swinging Stewardesses", and commercials with slogans such as "Fly Me" or "She'll Serve You All The Way".

"It is all very annoying and degrading," Chaplain said recently. "Especially bad is that book which has an especially lewd and suggestive title."

Judi Lindsey, SWR representative, said such suggestive publicity often has a definite effect on some male passengers. "We are grabbed, pinched, felt, and even slapped," she said.

Lindsey also rapped the airlines' policy which forbids stewardesses from objecting to passengers' offensive behaviour because the passenger may become angry and choose another airline next time.

Lindsey also rapped the airlines' policy

"We are guilty until proven innocent," Lindsey said. "We are always wrong and the passenger is always right - no matter what."

S.A.D.L.

The stewardesses also criticize the airlines' discriminatory practices. They include physical requirements for stewardesses but not for pilots; requirements forcing stewardesses to share crew quarters while pilots are allowed private quarters; requirements that stewardesses remain single while pilots are allowed to marry; and requirements of underwear inspection for women crew members.

Some airlines compel stewardesses to wear slips and girdles. One airline official commented that if any slipless "husband-hunting" stewardess saw a "handsome male passenger" she could easily "find some excuse for climbing onto the arms of his chair and letting him see up her dress."

One stewardess said "We want to get across that we are dedicated, hard-working girls who resent being labelled as anything else by idiots who are making money by slandering us."

Cornelius Wohl, author of "How to Make a Good Airline Stewardess", recently cancelled an 11-city promotional tour after a verbal showdown with Chaplain on a New York radio show.

Sick of

"I have never in my life encountered such an arrogant humorless person," Wohl said. "She just goes to prove my thesis that airline stewardesses are a bunch of humorless broads."

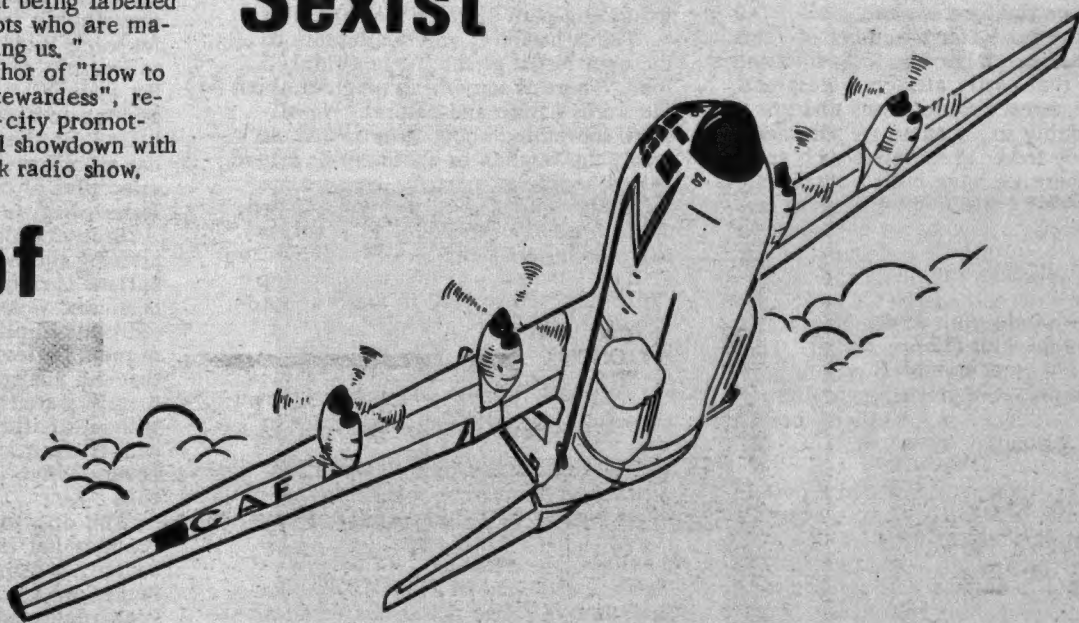
Wohl defended his book, which is advertised as a guide to get stewardesses into bed, on the basis of its entertainment value. "If someone wants to take it seriously, he can," he said.

Chaplain described Wohl as a "sawed-off, over-the-hill leering old man who couldn't win a stewardess in the world with the nonsense he talks about in his book... a heavy-breathing male chauvinist who misleads anyone who reads his book into thinking every stewardess is a brainless, who'sh sexpot."

Sexist

Wohl announced his decision to cancel speaking engagements after Chaplain threatened to have airline stewardesses in every city on the tour demand equal time to debate Wohl.

Slander



provide students with service:

petition for record co-op

Dear Editor,

On Monday, Jan. 15, the Students' Council voted nine against, eight for (with two abstentions) the proposal that a co-operative record store be granted permission to make use of a small area on the main floor of SUB for the purpose of displaying and selling records (popular, jazz, blues and classical).

The proposed co-op will be owned and operated by students and other members of the university community. It is bound by the laws of the Co-operative Act and it was proposed that its books be audited by the Students' Union.

The main interest is to provide a useful service to students by displaying a large collection of music from which to choose, all of which is sold at a price \$.50 above actual cost. In some cases this can mean a saving of \$.00 per record, a boon to music lovers. In all cases there is considerable savings over downtown record store prices.

The success of this venture, due to low prices, depends on free or minimal rental, and for this reason the council was approached. A similar venture has met with great success at the University of Calgary, being one of the largest distributors of records in Western Canada.

A number of objections were raised by Students' Council, among them the following:

(1) Proposals of this kind are subject to approval by the University Board of Governors. There was concern as to whether this august body would approve the Council's recommendations (due to the shortage of lounge space) should the council approve it.

(2) Fire regulations do not allow the hallways to be blocked.

(3) HUB has agreed to rent space to a business concern which will display some records as a side-line.

(4) Business concerns in HUB are to be given the right of first refusal to commercial space in HUB.

(5) A Movement is afoot to rent records at the music listening room in SUB, as well as to sell some used records (this proposal will be considered some time in the next year).

As some of these objections went unanswered, and as presumably these were the reasons why the proposal was turned down by the Council, we would like to take this opportunity to answer them.

Objection (1) goes by the board. In the first place, the amount of lounge space given over is insignificant. In the second place, there are, at present, no sofas in the area of concern (apparently they were stolen?). Finally, the Board of Governors often heeds Student Council recommendations. There is no point in trying to second-guess them.

Objection (2) has a point. The Co-op must, of course, heed fire reg-

ulations. Whatever is necessary to comply with the Fire Marshall's requests would be carried out tout court.

As for (3), while it is a student concern that HUB flourish, it is also a concern that they, the students, be provided with a service. The Co-op could, and would, sell for records for a price below that of any concern in HUB. Furthermore, it should be stressed that the business in question is not interested, in the main, in the sale of records.

As for the right of first refusal, if this is legally binding, then it should be done. The Co-op was only concerned to attain approval in principle from the council. Such approval is of course conditional on approval by the Fire Marshall, approval by the Board of Governors, and refusal by the relevant business concerns in HUB. There is good reason to believe that each of these can be obtained.

As for (5), a record rental is laudable. But it has not been approved and it may not be approved. If it were, it is doubtful that such an operation could be effected within 18 months. But more importantly, need we point out that a record rental and sale of used records is not in the least incompatible with the sale of new records? The two operations, working side by side, could be expected to mutually enhance one another.

As the above were the main objections offered, and as they can all

be met, one can only speculate on the reasons for the refusal of the Co-op proposal by the Council. If it is the responsibility of the council to see that the best interests of the students and university community at large are served, it would seem that they have, in this particular decision, abdicated that responsibility.

PETITION CAMPAIGN SOUGHT

In view of this, we feel that a petition campaign is in order - a petition that would have the signatures of an overwhelming majority of the university community. Such a petition would clearly demonstrate to both Students' Council and the Board of Governors that an impressive bulk of the university campus favours giving rent free space in the SUB mall to the Co-op record store. To realize such an ambition, a modest army of impassioned souls must relentlessly pursue signatures.

If you are at all interested in furthering this cause (whether your soul is impassioned or luke warm - we won't discriminate) contact either Peter at University extension 4521 or Kate or Wes at 433-3262. Petitions will be placed on numerous bulletin boards throughout the campus, and at stations in SUB and CAB this week.

Members of the University Co-op Record Store

LETTERS PAGE
Poundmaker
11129 80 ave.

Bless you, Patrick

Dear Editor,

I am immensely pleased to hear that Mr. Patrick Delaney has cut his budget in this time of financial insecurity. You see, the Research assistant, whose position Patrick created, resigned because of lack of work, and Mr. Delaney has magnanimously decided to re-budget the wages she won't collect.

Now some unbelievers are whispering that this is an obvious political

manouever and that Patrick might even be contemplating the presidency. I think these rumors are utterly contemptable. He would never cut his budget just for good press coverage.

Mr. Delaney has in fact reduced his budget because he is both honest and sincere, and an all round nice guy. I mean, you can trust him.

Sincerely,
Ogloeo Raspuciovitich

Organic agriculture is vicious and dogmatic?

The Poundmaker:

You may recall the article titled "Organic Agriculture: reconciling man with nature", which appeared in the Nov. 15 issue of Poundmaker. In the approximately three pages allotted to the subject, Derek Fox--the main contributor of information--presented to the public some of his own and some borrowed ideas on what is the best way from the standpoint of general health, to produce the food we eat.

The issue, for a number of years now, has been a hot one. It's the kind of issue that easily attracts widespread public interest and concern, and understandably so, because we all need and enjoy food. In societies such as ours, where we have built a standard of living which permits most of us to be very selective in what we eat, we can afford to be critical. The result of our critical approach should be the selection of a diet best suited for the continuous and efficient development and functioning of our human bodies. To find this kind of diet is no simple matter. Studies in medicine, nutrition and food science among others, contribute to this universal search.

The consumer has reached a position where he is fairly certain about what he wants out of the food he eats, but he doesn't know if he is getting it and he is looking for something or someone to tell him. There is no doubt about the importance of the questions to him (the consumer). For the most part, since the decision on whether an apple or carrot or an egg or a loaf of

bread meets the requirements of a healthful food, cannot be made by the consumer himself--he must rely on second hand information. The dilemma of the consumer has put him in an unsettled and therefore receptive state. Unfortunately human nature is such that it is times of uncertainty and stress, emotionalism and passion and faith supply the answers and in most cases do so more completely and far more quickly than does the tedious and often frustrating path dictated by objectivity.

The situation is very applicable to the question of producing healthful food. There is something magical about the words nature and natural. We all know something about nature, and certainly the layman or consumer as I have called people as a group, knows something about nature. Since man is a product of the natural world, then nature can best sustain him.

This I believe, is the basic assumption behind the appeal of those who advocate agriculture without the use of applied chemicals. Without further proof that the crops they grow organically are healthier than the crops grown with the aid of applied chemicals (in fact it may be reversed), they enlarge and perpetuate their view. Their reasons for professing the superiority of strict organic gardening seldom goes beyond that original assumption, with no elaborations offered.

The public has no time for elaborations anyway. The public leaps at the opportunity and soaks it up like a sponge, sponge--it is a quick remedy and painless. They are bleary-eyed worshippers of nature who will not appreciate na-

ture by closer examination, but at the mere whisper of a trace of pesticide found in a food (regardless of whether it is more harmful than table salt), will start frothing at the mouth.

One would almost think that the rise in popularity of fads, occults and "natural foods" has had some connection to the decline of religions in our century.

The public of course is free to believe or worship what they want. If they decide to take the effort to search for some facts of if they choose rather to live on "faith", it's their decision. But anyone who tries to communicate an idea to another person, be it verbally, via the press, or other media has an obligation to be guided by the principles of facts and objectivity. Any lesser effort is inexcusable.

In my opinion nearly every article praising the benefits of organic agriculture is riddled with falsehood, vagueness, and worst of all, vicious and seditious implications and repetition of meaningless dogmas. Any article that did not commit these crimes has merely stated that plants can be grown without artificially applied chemicals as if it were some earth-shattering discovery which damns the use of chemicals.

The original Nov. 15 article in the Poundmaker was a classic. Bernardo Badani, a fellow graduate student in Plant Science, wrote a reply to the Poundmaker which ably demonstrated the total inadequacy of the information and view presented in the original article. Others also wrote letters of criticism. These replies seemed to be,

in general, an attempt to make the public aware of the kind of arguments that the growing sympathy for organic agriculture movement has obtained, is based on.

Naturally those connected with agriculture are more disturbed when they read the kind of distortion put out by Derek Fox. Mr. Badani, along with the verbal support of a number of Plant Science students felt that a public meeting, where advocates of organic agriculture and critics of organic agriculture methods, and neutrals, could present their views and afterwards reply to questions on their views, would be an excellent way of passing more reliable information to the interested public. A group of six professional people agreed to each give a short talk on their own view of an aspect connected with organic agriculture. Derek Fox, who wrote the original article in the Poundmaker, was invited but declined to speak. I must admit to my great disappointment at hearing this. It was his article that sparked this immediate controversy and it's precisely he who had taken it upon himself to enlighten the public originally.

However some of those who will speak are advocates of organic agriculture and should provide some very good information and points for discussion to those who attend. The meeting will be held Feb. 1 at 7:30 p. m. in Room 345, Agriculture Building. All interested are welcome.

Sincerely,
P. Kurelek

UNCLE SIDDHARTHA



ON ASTROLOGY

Believe it or not as you will, but astrology works. The ancients realised it, and psychologists and sociologists are now slowly producing evidence in the form of facts and figures which give credence to a science once (and still) linked in peoples' minds with witchcraft and alchemy.

There is, of course, astrology and astrology. Everyone is familiar with the 'Your Libra (Scorpio, Taurus, whatever) Predictions for 1972' sort of astrology, and the Sydney Omarr column that appears daily in the Journal, and all the other various and sundry forms of popular astrology that lump all the people of Earth under twelve signs and nothing more. Well, folks, you can ignore those. In the next few weeks, I'm going to give you the straight poop on this particular branch of the occult.

Astrology is not an all-seeing, all-knowing power that, as the mysticists say, "maps your destiny." Chances are that astrology can't even tell you that 'tomorrow you will receive news from a friend', and make that prediction stick more often than mere chance would dictate.

After all, all astrology really is is the study of personality dynamics; that is, it will tell you what sort of personality you have, and how it will manifest itself in your relationships with other people. A highly respected personality profile, known as the Minnesota Multiphasic Personality Inventory (MMPI) is used widely by psychologists and psychiatrists to determine personality traits and types. The correlation between the results obtained on a test of this type, and the results obtained by an analysis of one's birth chart is, generally speaking, virtually 100%.

Astrology, used in this manner, can tell a lot. A well-analysed astrological personality profile may take twelve or fifteen hours to complete, but the results are fully comparable to the MMPI "score". The analysis will show you exactly what type of personality you are, will give a good indication of your likes and dislikes, can tell you how you relate to other personality types, and will give you some indication of what sort of a life you will lead as you interact with others. Again, I stress the high degree of accuracy that is possible.

Some degree of accurate prediction is also possible. The noted Swiss psychiatrist, Dr. Karl Jung, demonstrated this with a test which he carried out on 483 married couples. Using only the horoscopes of these couples (966 individuals in all) and horoscopes of 966 completely unrelated individuals as a control group, Jung was, using only astrological techniques, able to predict with an accuracy of 95.5% those couples which were married and those who were not even though the charts of all 1932 individuals had been mixed at random, and no identification whatsoever had been included on the charts.

Astrology also works for analysing the personalities of groups of people. At the top of this page is POUNDMAKER's chart, which I will look at briefly. But first, a brief introduction to a few of the symbols of astrology.

This chart is what is commonly referred to as a natal chart; that is, it is drawn up for the time of birth -- in this case, POUNDMAKER came into existence, as best as we can tell, at 8:30 PM on September 5, 1972. (The exact time of birth is also important, but more about that next week.) The chart is split into twelve divisions of 30 degrees each, corresponding to the twelve signs of the zodiac, and within these twelve signs are placed the planets as they were in the sky at the time of birth.

Got that? Okay, now here is what those symbols mean.

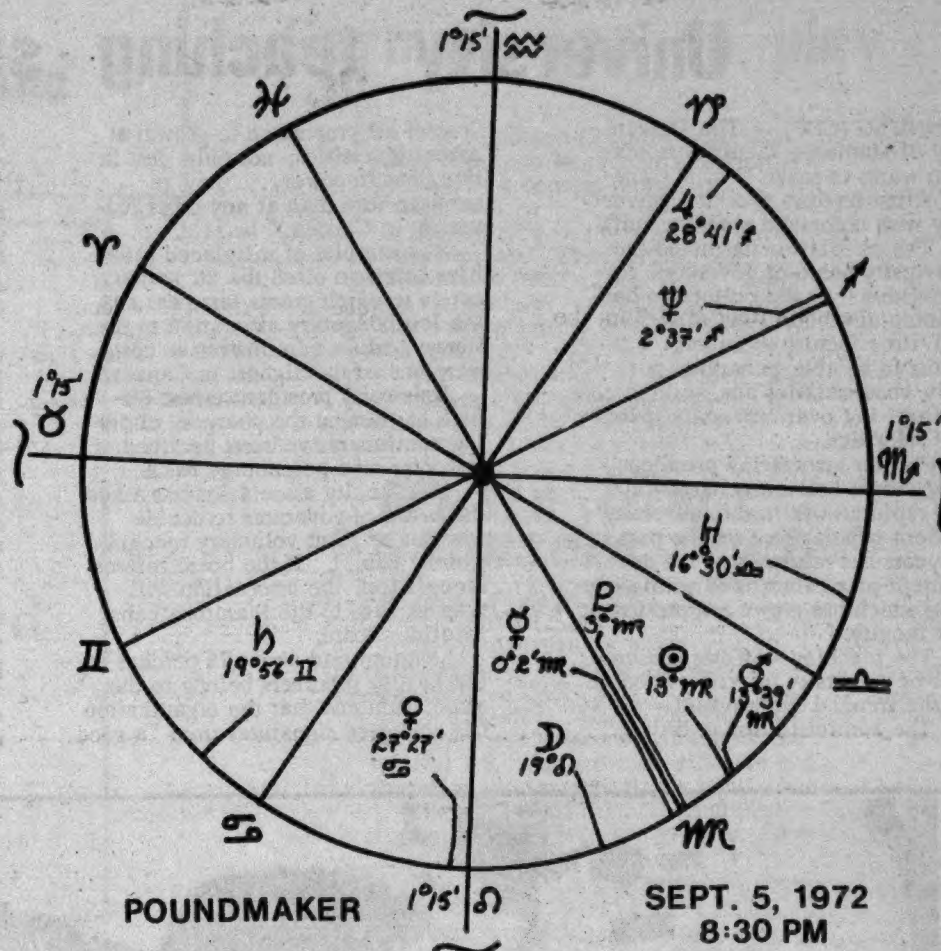
First, the twelve signs of the zodiac:

Aquarius ♒	Leo ♌
Pisces ♓	Virgo ♍
Aries ♈	Scorpio ♏
Taurus ♉	Libra ♎
Gemini ♊	Sagittarius ♐
Cancer ♋	Capricorn ♑

Then the ten planetary signs (the sun and moon are considered planets, merely for convenience' sake. Neither the Earth nor the stars are included, as their effects are constant and unchanging):

Sun ☉	Jupiter ♃
Moon ☾	Saturn ♄
Mercury ☿	Uranus ♅
Venus ♀	Neptune ♆
Mars ♂	Pluto ♇

Every sign has a definite influence, and every planet has a definite set of characteristics, which interact to determine what influences the planets will have upon you. As well the relative positions of the planets must be considered, but again, that's for next week.



Considering POUNDMAKER's chart, then.

POUNDMAKER's sun is in Virgo, which indicates a mercurial disposition and a tendency to anger quickly. However, with this sun sign, we would rather negotiate than face ruinous combat. Furthermore, it shows a propensity with the written and spoken word, and a desire to evaluate life by the analysis of facts. Persons (and groups) with this sunsign show an interest in many things, but these interests change frequently.

Poundmaker's moon is in Leo, for which the translation is this: 'You are proud, ambitious, and have no hesitation about assuming heavy responsibility or appearing prominently in the public eye.' (Watch for The Poundmaker television show coming up on CBXT) Furthermore, Poundmaker attracts the attention of superiors and will eventually enjoy the favor of people in higher brackets. It further indicates a lively, persevering spirit, a good mind, and good organizational ability.

The chart shows Mercury in Virgo, which shows a sense of skepticism and criticism, and a tendency to be intellectual. As well, this position of Mercury indicates a mastery of successful writing, particularly about topics that are neglected, overlooked, or unpopular. However, there is a large influence on Mercury's position by Leo, which indicates self-independence and a strong will, as well as a quick temper.

Venus is in Cancer (but influenced by Leo) which indicates a need for recognition, and an attempt to fulfil that need by showmanship.

Mars is in Virgo, and is in a relationship with the sun called a conjunction. That is, these two bodies lie within five degrees of each other (in this case, they lie a mere 2/3 of a degree apart). What all this comes down to is that Poundmaker (like everyone else) is out looking for success, but serious obstacles will continue to arise before that success is achieved. As well, this position of Mars indicates a strong-willed and shrewd character, which becomes deeply involved with service employees and labor disputes (student health and Kraft, remember?)

Jupiter is in Sagittarius, which shows a distaste of bureaucratic procedures, and a certain candidness of opinion. It also indicates a strong sense of idealism, and a stubbornness in defending those ideals.

Saturn in Gemini indicates a talent for achievements in writing and publishing, and also a certain resourcefulness and adaptability. However, Poundmaker has been (and will continue to be) censured by others for what it will print.

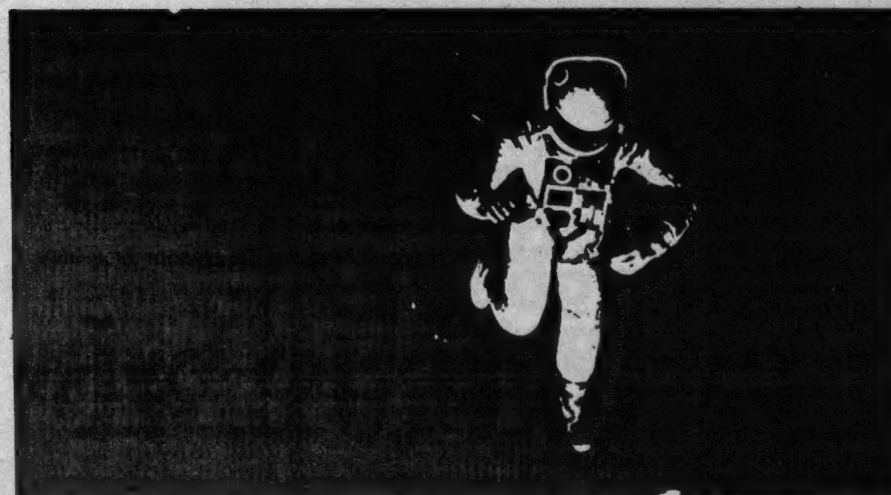
Uranus in Libra indicates an interest in artistic, musical, and literary pursuits (a plug for our Arts pages). This aspect shows restlessness and a brittle temper, which often serves to generate open animosity in some associates.

Poundmaker's Neptune is in Sagittarius, but will be influenced by Scorpio. This indicates a superb creative ability along the lines of editorial work and journalism, with a broad scope of interests.

Pluto, in Virgo, is the planet of change. Combined as it is with Mercury, the planet of communication, this aspect of Pluto indicates that Poundmaker through its journalistic pursuits, will act as an agent of social change.

And that's about it. As a staffer on this paper, I can assure you that indeed all this applies.

Next week -- some notes on what you need to know to make your own charts, and how to go about analysing them once you have them.



bargaining for salaries, working conditions, university spending priorities..

University teaching staff wants to unionize

WINNIPEG (CUP) -- The University of Manitoba Faculty Association wants to make U of M Canada's first English-speaking university with unionized teaching staff.

The association has asked the university board of governors to recognize it as the collective bargaining agent for U of M's 1,080 full-time faculty members. It wants to be able to bargain not only about salaries and working conditions, but over university spending priorities.

Faculty association president, Prof. Jonas Lehrman charged that the rapid growth in the university's student population over the past 15 years has resulted in "the development of a centralized administration which has grown remote from the faculty."

The teaching staff has lost control of university priorities because of the trend, Lehrman said.

The administration growth is

"out of all proportion to growth at other universities, not only just in size, but in power... they're stronger here than at any other university in Canada," he said.

As examples of misplaced priorities Lehrman cited the 26 percent cut in research grants last year and the low budgetary allocation to the library, while administrative costs were one of the highest in Canada.

University president Ernest Sir-luck has denied the charges, claiming administrative costs declined last year on a percentage basis.

The faculty association has asked the board of governors to decide whether to grant voluntary recognition by Feb. 1. If the board refuses recognition, the association will take its case to the Manitoba Labor Relations Board.

Lehrman said about 75 percent of the faculty members belong to the association and that the organization has collected signatures from "a good

majority" of the faculty to support its request for recognition.

No teaching staffs in English-speaking Canadian universities are unionized. But the faculty at the University of Quebec and at many American universities are represented by union organizations.

The Graduate Students' Union at the University of Toronto is currently trying to unionize teaching assistants there with little apparent success. The Canadian Association of University Teachers (CAUT) is studying a proposal to affiliate to the Canadian Labor Congress, but many observers foresee a rocky road for the plan. Most local faculty associations belong to CAUT.

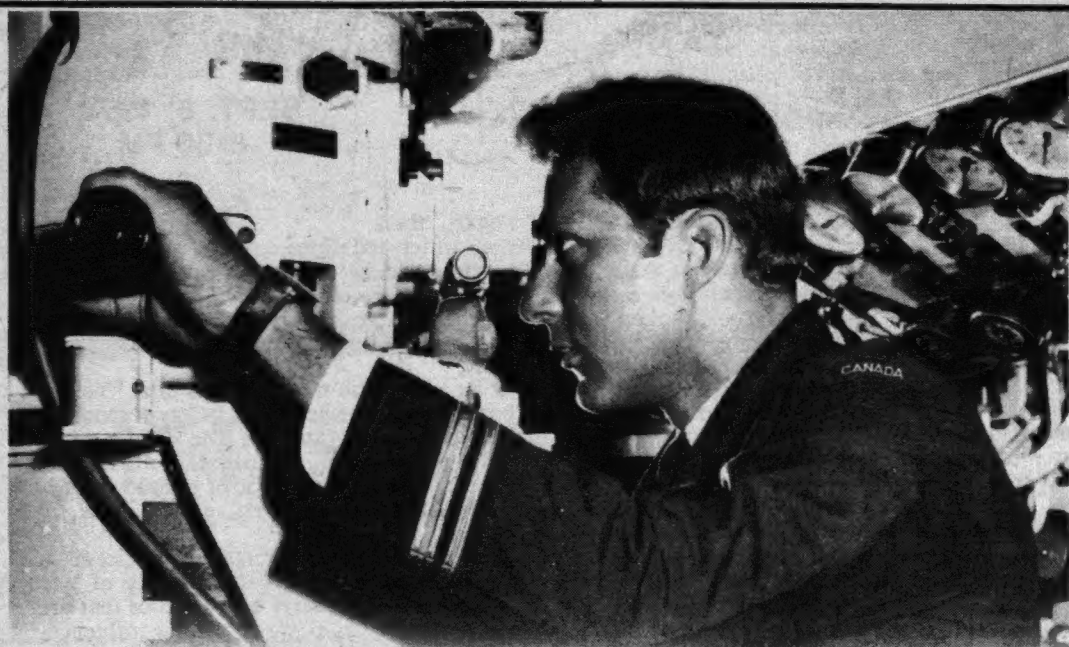
Elsewhere in Manitoba, the faculty associations at Brandon University and at the University of Winnipeg say they are watching their University of Manitoba counterparts' efforts with interest. But both are merely filing the agreements they

have negotiated with their respective faculty associations with the Manitoba department of labor for enforcement, rather than seeking collective bargaining certification for themselves.

Brandon University Faculty Association president Bob Florida explained the group will simply send the labor board agreements signed in the last two years, and the labor board will enforce them. He said university negotiators have not objected to the plan.

The Brandon board of governors "has voluntarily recognized our group as the body which bargains for the faculty. Manitoba never did so they have to go through the certification route," Florida said.

Florida and University of Winnipeg faculty president G. R. MacPherson claimed communication with their administrations had been better because their institutions were smaller than U of M.



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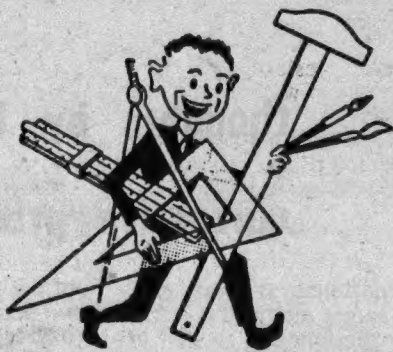
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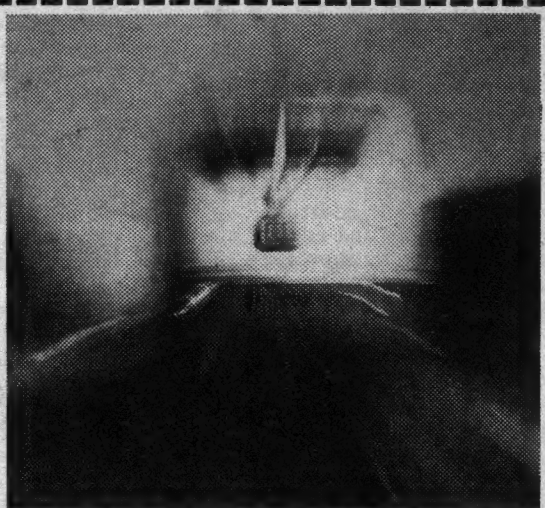
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Prices quoted in U. S. dollars.

German duo to play

The Edmonton Chamber Music Society continues its regular subscription series with a concert tonight in Convocation Hall.

Playing will be the Wallfisch Duo from Germany. They will perform Friedemann Bach's "Sonata for Viola and Harpsichord" as well as works for violin and piano by Brahms, Schumann and Milhaud.

The concert starts at 8:30 p. m. and admission is by season membership in the society.

Music Dept. sponsors two concerts

The Department of Music will be sponsoring two concerts this week in Convocation Hall.

On Thursday, January 25, Andrea Mellis, a mezzo-soprano in her second year of a B. Mus. program will give a recital at 4:30 p. m.

Accompanying her will be pianist Kathleen Letourneau and violinist Allan Teeple.

The St. Cecilia Orchestra will present the second in its 1972-73 series of concerts on Friday, January 26 at 8:30 p. m. They will play music by Mozart, Beethoven, and Grieg.

Admission to both concerts is free.

U of A Art gallery shows B.F.A. work

The University of Alberta Art Gallery and Museum will continue to show a collection of prints and sculptures done by students in the Department of Art and Design of the BFA program until January 31.



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Television, by its very nature, is one of the most effective and direct methods of imparting information and knowledge to not only those who might be interested in whatever is being aired, but also to the mildly interested and apathetic viewers. Because of the attack the screen makes on the senses through sound, picture and colour, a person will watch the most uninteresting or inane programs for no good personal reason simply because of the hypnotic nature of the medium. For this and many other reasons television has been called the boob tube, the glass teat, the idiot box and others which reflect the Freudian effect the machine has over the viewer. In the last few years, the educational systems throughout North America have begun to capitalize on this quality to further the aims



of education in what may prove to be the most effective manner for teaching outside of the classroom, as well as acting as a supplemental but important classroom tool.

In the States educational television has become an extensive, high priced addition to the school system, rivaling the established networks in quality. In Canada this type of broadcasting is still in its infancy, with only two provinces actively involved, Alberta and Ontario. Although in Ontario's case the money is free and abundant, enabling them to establish a huge complex of educational TV, (ETV) services, Alberta has been turning out a comparable if not better product on a fraction of the money the Ontario system uses.

The reason for Alberta's ETV excellence is due mainly to the attitude of the staffs of MEETA (Metropolitan Edmonton Education Television Association) and its smaller brother in Calgary (CARET). It is also due to the large pool of talented production people who find Alberta's ETV

set-up a better outlet for their creativity than the established commercial networks.

Because MEETA is the larger and more influential outlet for ETV in the province, it is worth examining more closely to find out just what ETV is and where it is going.

Now one thing you realize about ETV and MEETA in particular is the vast number of schools serviced by such a network. In MEETA's case it runs into several hundred schools, far more than the casual viewer of channel 11 would be likely to envisage if he happened to wander into that part of the dial as an escape from the situation comedies served by the two commercial networks in the city. MEETA broadcasts, that is the signal from the Edmonton transmitter, can be picked up by televisions as far north as the Athabasca area, east to Vegreville, and almost to Red Deer to the south. The communities of Athabasca, St. Paul, Red Deer, Calgary and others are serviced by cable distribution companies which carry the MEETA signal. So right there you have the major urban areas of the province covered by direct broadcasting. In addition, MEETA sends video tapes and educational support literature for the tapes by mail directly to virtually every school outside of the broadcast area, as well as Dawson Creek in British Columbia, and Whitehorse in the Yukon.

"So big deal" you say, "So what if they do all this broadcasting, what of it? I don't watch MEETA, so why should I care what they do?" Well, there isn't really any one great reason why you should care or even take an interest in their programming, but there are a lot of small reasons. ETV by its nature is likely to do you a personal service some day and is certainly going to shape your children's minds (if you can get anyone to marry somebody as ugly as you). So it might be a good idea for you to have some sort of idea of what educational television is.

Still not convinced, and why not? It's human nature to concern yourself only with what gratifies you now. But there is one thing that MEETA can do right now to satisfy your craving for satisfaction. And that is entertainment, this very day if you turn on channel eleven, that is as long as your television channel selector has'nt rusted into place on 5 or 3. Does entertainment on an educational channel sound strange, an antithesis of what you have always thought? Of course it's strange, but in a nice way and due only to the fact that the people who run MEETA and make the programs have rejected the notion that education must be dry, boring, and "good for you". The attitude of MEETA's staff is that programming must be entertaining

non-profit people's

thoughts by RICK GENT

corrective procedure JUL

before it can be educational, it must attack the viewer's senses and pull him into the video experience.

Unlikely? Just take a look at Sesame Street or Electric Company some day, then imagine what MEETA is like where every single program aims to be an entertainment experience.

All right, if you haven't given up in a state of uninterested boredom or run off slaverling with anticipation to find a TV tuned to 11, let's take a look at the physical operation of MEETA.

At first sight the building housing MEETA on 60 Ave. looks like nothing of what you'd expect a television station to be like - buried as it is in an industrial area housing a thousand and one small, enigmatic service industries. You almost expect to see a display of dusty oil drilling bits or a comprehensive selection of left-hand widgets exhibited in the window, hinting at the state of the art in merchandising philosophy for the area. Instead, you can catch a glimpse of small cluttered offices overflowing with papers and bits of electronic equipment, but no people. This is considered normal. The staff in MEETA spend little time warming office chairs; instead, they seem to be in three places at once, doing six jobs. In the building are all the production facilities for the station: repair and maintenance shops staffed with elf-like creatures with screwdrivers for fingers and transistors for hair; production studios that have an atmosphere of a country club, except that things seem to get done awfully quickly; a print shop for producing educational literature used in conjunction with school programs, and various weird and wonderful dark corners inhabited by faintly mad gnomes.

Structure? Nebulous, at best. Most of the staff do have some position or title but rarely stay within their own area. Organisation? Strong, but undetectable. Rat race, office politics, boredom, dissatisfaction? Unknown, and impossible to survive anyhow.

A distorted picture, you say? Of course it is, but one that gets across the essential attitude of MEETA -- that the product comes before everything else, before rules and regulations, before fancy offices, before rows of synthetically beautiful but strangely sexless secretaries, and before complacency.

We talked with Don Rollans, basically in charge of Public Relations, about the position of MEETA. Now that its three year pilot program is nearly over, CBC wants to take Channel 11 away and extend its French-language programming. He explained that the provincial government's original decision to share Channel 11 with the CBC's French programming was dictated by economics. In order for MEETA to have its own broadcast channel, the cost would have been in the neighborhood of three quarters of a million dollars. Out of the question for the then experimental station.

"We're in the unenviable position where in spite of proving our existence after the three-year program (which ends the first of March) of losing our broadcast facilities when our contract with CBC runs out, and in the process losing the majority

of our general audience. The reason we don't have a transfer of ownership is because the provincial government didn't apply the same rules as couldn't because we're an association."

However, he added the provincial government is in the process of forming a Alberta Educational Communications Authority which would oversee educational oriented media, print, radio, television. Under the authority MEETA would become a corporation separate from provincial government and therefore able to have a broadcast transfer of its own. Present regulations of the CRTC (Canadian Radio-television Commission), which prohibits all broadcasting in Canada provincial government is forbidden to hold broadcasting licence to the retical danger of it based political propaganda is a stumbling block which hampers MEETA to date. How if the government succeeds in forming Communications Authority and crown corporation (after for legislature), it could be an enormous increase in the amount of money at the disposal of MEETA programming. It would also mean that MEETA would have its own transmitter, which cut far stronger than the ear power facilities of channel 11 which make everything look as if it were filmed in a London fog.

Finances are a constant worry for MEETA at the moment because the amount of money received now severely limits the things they are capable of doing, amazing if not magical what MEETA program that he shoulders over anything produced the CBC or CTV, yet in the opinion of what the nation might do for a budget.

In 1972 MEETA spent \$633,000 of the taxpayers' money on school boards and the provincial government. This figure includes everything administration, programming, maintenance, and so on.



People's television ; Moving Out—

CK GNT

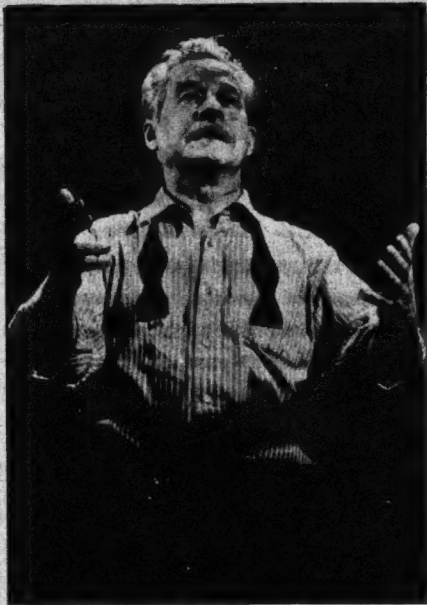
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MEETA spent \$33,650
ers' money by the
and the government,
cludes eating, ad-
program, mainten-

ce, salaries etc. Out of that total,
\$275,838 was used for programs,
roughly five thousand in all. Now
when you consider that the cost of
producing one of those godawful Amer-
ican variety shows like Flip Wilson
is greater than MEETA's yearly bud-
get, and that the cost of producing



a high quality one minute commercial
approaches the same figure, it becom-
es almost miraculous that MEETA can
continually turn out the good program-
ming. Almost makes you think of
the story about the shoemaker and
the elves.

The reason for MEETA's ability
to turn sow's ears into silk purses is
due to the talent they employ and
the way that talent is treated. A
premium is placed on creativity and
the greatest sin a staff member can
commit at MEETA is failure to be
creative.

"We don't slot people or categor-
ize people," Rollans says. "It is not
uncommon to find our people doing
other things from what their titles
say they are. If it is a slack period,
if there is a need, it gets filled by
somebody without it being asked.

Everybody in this building is a profes-
sional, if they see a need they don't
stop to consider who's job it is, they
just do it. The criteria for working
here is the end product, not how you
dress or comb your hair or talk to the
boss but on what the end product is.
We welcome mistakes because it in-
dicates that somebody is doing some-
thing and probably for the first time,
something new. When they don't
make mistakes it is because they are
not trying something new and fresh."

Sounds pretty good doesn't it?
But I am sure it does not fit with what
you've seen the odd, oh the very odd
times you have stumbled onto channel
eleven. The two reasons for your
attitude towards MEETA is probably
due to their low picture quality, visu-
ally abhorrent compared to CTV and
CBC, due to channel eleven's weak
transmitter. The other reason is in
all likelihood due to their early pro-
gramming when things were not as
well organised as they are now.

"Certainly we've had our junk.
We've had some pretty bad stuff but
every pioneering organisation is
bound to. We don't advertise it but
we have certainly had it. On the
other hand we've had some really ex-
cellent stuff and what we have planned
between now and June is some of the
most exciting and imaginative pro-
gramming I've seen in twenty-five
years of broadcasting, most of it spent
in the commercial field. But don't
get it wrong, its not exciting from
an educational standpoint but from an
entertainment one."

MEETA was originally founded to
provide educational programming
for schools and that remains their main
area of emphasis. Survey's done
area of emphasis. Surveys done to
evaluate MEETA's impact in this
area indicate a high rate of acceptance
by the schools and the students.

Among the elementary and secondary
schools equipped to receive the
broadcasts or use video tapes reports
show that such programming plays
an important role in the classroom.
In Edmonton 55% of the public schools
use MEETA and 100% of the separate
schools reported on use it. In the
rural areas the number of schools
run a high 72%.

Besides school broadcasting, which
makes up 68% of MEETA's total
production, they also devote ten per-
cent of their air time to adult educa-
tion, seven percent to professional
development and fifteen percent to gen-
eral education.

As part of the adult and secondary
education series, the station is trying
something experimental in the way
of continuing education. With the
help of the Dept. of Education, NAIT
and the correspondence school branch
they are offering a credit course in
Automotives Twelve. This course pro-
gram is designed to test the effectiveness
of television as a direct teaching tool
to the general public. Indications
so far show that the program has been
very successful.

The experimental production of
Automotives Twelve can be seen as
a forerunner of the ACCESS network
envisaged by the Worth Report on
Education which you didn't read al-
though you tell everybody you did.
For your information the report recom-
mended that the provincial government
form a network comprised of MEETA,
CARET, the correspondence school
branch, cable companies and the un-



iversities to serve the people of the
province who want to continue their
education but don't have the resources
to attend a regular institution of live
in a rural area. The ACCESS system
would be a true school of the air offer-
ing credit courses and university de-
grees in the comfort of your own home.
A person with a family to support, un-
able to stop working to attend a university
could take degree programs at what-
ever time of the day they liked by us-
ing video tapes. In order to monitor
the student's progress and supplement
their learning, regional offices would
be established and staffed with educa-
tors.

The other area that MEETA is get-
ting into although again it is not one
of their main interests, is community
involvement and programming.

"We're open to program proposals
from organisations in the community
and we are involved with the state of
the community. But our standards
are pretty professional and all program
proposals must meet those standards.
We are not doing any programs out in
the community at the moment because
it does not suit our purposes but I can
see it coming.

MEETA is like an iceberg with the
main part of it's bulk hidden from
view and it could well be that the
impact of MEETA might not be fully
realized for some time to come after
it has finished evolving. But one thing
is clear and that is that something is
finally being done to make intelligent
use of a medium that up to now has
done nothing except fill the viewer's
minds from the cesspool maintained
by the commercial networks.

You might not care about MEETA
and you probably don't watch it but
despite you MEETA is going to have a
great impact on the way people learn
in future.



The high cost of food ...

OTTAWA(CUP)-- Who is responsible for the high cost of food in Canada?

This question is one that most politicians are side-stepping with great agility.

Can we believe Prime Minister Trudeau when he says inflation is good because the farmers benefit from the higher prices they receive for their produce?

Or is it as some economic authorities maintain that a shortage of food has resulted in higher prices?

Or is it that the marketing of food has become very profitable for corporate interests?

Finding answers to these questions is a bit difficult for little research is being done today on food costs. What little that is being done is scattered throughout various sources.

But let us take a look at some disjointed statistics to see what's happening.

-- Total food prices rose 42.5 percent

Small stores unaware of boycott

by Colette Forest

Three small grocery store owners in Edmonton had never heard of the Kraft Boycott before January 18, 1973. The boycott has been in effect since August of 1971. If this is any indication of the impact the boycott has made on small store owners in general, then success is a long way off.

Of three store owners interviewed, all were completely unaware of the situation facing eastern dairy farmers and of the action taken by the NFU.

They all agreed, in principle, with the boycott after hearing the reasons behind it, but they also put forth several arguments as to why they couldn't support it.

The first store owner said that because her store was small she couldn't afford to carry more than one brand for any product.

A second gentleman summed it up aptly stating, "It's like me trying to compete with Safeway. Kraft is too big and there's nothing I can do."

The three owners agreed that if people started coming in and refusing to buy Kraft then it would be possible to consider replacing Kraft products or at least providing alternatives. But let's face it - the boycott has been in effect for a year and a half now and none of them have ever had a customer ask for anything besides Kraft.

"People are so used to Kraft, they don't want anything else."

The biggest deterrent to the stores taking the initiative in the boycott is the fact that Kraft will replace, at no extra cost, all old stock with fresh stock whenever the owner phones the local office.

The store owners, although sympathetic with the farmers, are in an economic situation which keeps their hands tied. They're too small to carry alternatives and they can't replace Kraft because Kraftco gives them the best deal.

And after all, the name of the game is survival.

from 1961 to July of 1972.

-- The prices farmers received for their produce rose 25.4 percent during the same period.

-- That 25.4 percent increase was wiped out by a rise in the farm production costs of 40.2 percent.

This means in reality farmers lost 14.8 percent in income from 1961 to July of 1972 due to increased costs.

Someone made a lot of money during that ten year period and it clearly was not Canada's farmers.

Canada's rural population has been cut in half since 1961. The 1971 farm census shows that since 1966, the farm population has dropped a full 24 percent. This consistent decline of 5 per cent per year leaves only 7 percent of Canadians actively engaged in farming. Clearly the crisis in agriculture started ten years ago and now has reached epidemic proportions.

Farm income drops

The last four years have been very trying for farmers for as their income dipped drastically. This occurred while the Trudeau government just happened to be fighting inflation.

According to information published by Statistics Canada, farm net income dropped to a low of \$1,209 million in 1970. The 1964-68 average income was \$1,564 million.

While farmers were making less money to meet those rising costs, the economy was booming.

Canada's Gross National Product increased steadily.

1968	72,586	
1969	79,749	(C\$ billions)
1970	85,549	
1971	93,094	

Canada's chartered banks had their interest rates increased as part of the inflation fight and got a bigger share.

1968	381	
1969	486	Profit
1970	528	(C\$ billions)
1971	557	

Unfortunately the interest rates were lowered in 1971, so the banks' income from loans dropped by \$100 million.

While the amount of profit increased, unemployment just happened to rise, too.

1968	382,000	Yearly average
1969	382,000	of people un-
1970	495,000	employed.
1971	552,000	

The unemployment statistics are incomplete because they do not include people on welfare or who have given up looking for work. (Young people have the honour of having most unemployed of any age category).

By now you may well ask what this has to do with the plight of the farmer.

Who makes policy?

Like everybody else in the country, farmers are directly affected by the economic conditions that prevail and the economic policies that permit these conditions to prevail.

Just who makes these economic policies?

The federal government commissioned a report on Canadian agriculture in the Seventies. This is the infamous Task Force Report on Agriculture released in December of 1969.

The report has been described by one of its authors, Dr. Dave MacFarlane, as a prediction of the future of Canadian agriculture if the present trends continue.

Since the report came out, nothing



dramatic has occurred so as to make its predictions invalid. By 1990:

-- there will be a reduction of the rural population to three or four percent of Canada's total population;

-- the basic farm unit will be the huge corporate farm that hires employees to produce food with the same type of management procedures that are currently applied to industrial manufacturing;

-- access to land by individuals seeking to start farming will be impossible.

If the last ten years of Canada's history are any indication, the Task Force's predictions will be met by 1980 - if not sooner.

The federal government has repudiated the report as a model for Canadian agriculture. But it has yet to take any steps to protect the rural population from further destruction.

All indications are that federal policy is actually directed toward the acceleration of rural depopulation.

Farmers are not given adequate price guarantees for their products to actually cover their cost of production.

The National Farmers' Union (NFU) did some research into the cost of production about two years ago.

If farmers in 1968 were going to earn the poverty level as established by the Economic Council of Canada, they must receive between \$2.35 and \$2.65 per bushel of wheat produced in Saskatchewan. This would represent an approximate 3 percent return on their investment or just enough money to cover the interest payments on the money they borrowed to keep farming.

This year farmers have been getting an average of \$1.90 per bushel of wheat.

Unviable farmers

A farmer who cannot cover his production costs is called unviable and in the spirit of the Task Force must be "rationalized" off of his land.

The farmer has really only two options for survival: buy more expensive machinery or buy more land, thereby owing the banks more money.

The natural question of why doesn't the farmer get a fair price for his produce arises. After all, is it not what is good for General Motors good for Canada? GM would like us to think so.

Here lies the crux of the dilemma. The food "industry" is probably one of the most profitable in this country. While thousands of farmers are forced off their land because of low income, fantastic profits have been made and continue to be made by the corporations involved in the processing, distribution, and sale of agricultural products.

This is the phenomenon known as AGRIBUSINESS.

Who profits?

Just how profitable is the food industry? Let's just take a quick run down to the local friendly supermarket chain store, and check out the prices.

The price of farm-produced foods increased by \$2.8 million between 1961 and 1970. The corporations received 64 percent of that increase.

For a typical 25 cent loaf of bread filled with non-nutritious chemical additives, 23 cents goes to the corporations.

Ever notice a decline in the number of dairy farmers? A quart of milk costing 33 cents has 16 cents going to those so-called middle men.

For every dollar spent on a chunk of tough, fatty beef, be prepared to throw away 43 cents.

Using the corporations own standard of performance, while not agreeing with them, the more profits that are made, the better the company. The rationale for this is supposedly to provide incentive for people to invest in the company. It is usually forgotten that the wealthy privileged minority, who just happen to control these companies, do most of the investing.

The growing power of vertically integrated chains has induced a pattern of excessive advertising by food manufacturers and created an addi-

University food services refuse to remove Kraft

The University of Alberta Food Services has refused to remove Kraft products from campus cafeterias.

J. W. Raven, director of Food Services, has stated that non-Kraft products will be purchased "where the Kraft brand does not equal or surpass competitive brands" in meeting certain criteria. These include cost, quality, and availability. Furthermore, where a Kraft product and a non-Kraft product meet the criteria equally, Food Services "has no preference", and will order either, he said.

Though many brands are superior in quality, Food Services personnel seem to think few available brands can compete price-wise with Kraft. This means the university will continue to purchase Kraft products virtually exclusive of others.

L. C. Leitch, vice-president of finance and administration, indicates the university cannot change its purchasing policy, since the alleged higher cost of alternate products would be passed on to "all those members of the university community who avail themselves of the University Food Services."

However, the maximum cost of replacing all Kraft products with alternate products would only be 10¢ per student per year, says the Edmonton Boycott Kraft Committee.

... and it keeps on rising

tional inflationary cost factor in the industry as a whole.

The dual reality of concentration and vertical integration has lead the food industry to be described in a study of Retail Oligopoly in the following manner:

"... grocery retailing today is seriously deficient on at least four counts:

- 1) profits are excessive;
- 2) excess capacity has added to costs;
- 3) advertising has favoured a concentrated structure, created monopoly power and increased costs;
- 4) the promotion of the luxury store has inflated gross margins."

Studies have estimated that efficient use of store space alone would reduce consumer costs 4 cents on every dollar spent.

Advertising practices of the retail food oligopoly are "the principle means of expanding control over sales. They also provide a barrier to the entry of new competitors, encourage urban location and represent a substantial inflationary factor in final food prices.

"The fact that large supermarket chains are able to advertise more for the same of lower costs per dollar of sales than are small companies was estimated statistically by correlating advertising costs with the sales of eight multi-store supermarkets in the five major cities on the prairies. These estimates indicated that a firm with \$10 million in sales spent 2.84 cents per dollar of sales, while a firm with \$100 million in sales spent 1.61 cents per dollar of sales, even though the larger firms generally did more advertising," concludes the Batten Commission. The commission investigated the cost of food for the three prairie governments.

Advertising, in short, is a basic tool with which corporations can gain and sustain power while expanding surplus

through a greater share of market sales in a given commodity.

Hence every breakfast cereal or canned soup is new, unique and has "something added," all of which may rationalize consumer price increases and the introduction of cheap chemical additives which are non-nutritional but seem filling.

We previously mentioned that while farm income has risen, so has the cost of production.

This increase was caused by factors very similar to those involved in the rise of the food prices.

The farmer must buy supplies from companies to maintain his operation. But probably the most important cost factor is machinery.

How to survive

The highly mechanized nature of Canadian agriculture has resulted in a dependency on machinery that has been the down-fall of many a farmer.

To survive, a farmer must buy the necessary machinery that will produce a crop as efficiently as possible. Unfortunately for the farmer, the companies controlling the farm machinery business fix prices and do not compete as they are supposed to in the free market that Otto Lang claims to exist.

Tractor and combine prices increased about 40% from 1961 to 1968. The greatest increases were for tractors in the higher horsepower ranges where the least competition exists and where plant inefficiency is greatest.

This whole area was thoroughly investigated by the Barber Royal Commission on Farm Machinery.

Retail prices for automobiles increased by only 10% from 1956 to 1968 while appliance prices actually declined by 14%.

Farm machinery, in the other hand, increased by 34% between 1956 and 1968 even though, according to Barber, retail dealer margins were substantially reduced.

The cost situation faced by machinery manufacturers in this same period included a 78% hourly wage increase to production workers, 15% increase in steel rolling mill products and a 3% increase in pig iron.

The wage increase was largely offset by a 32% productivity increase as measured by the value produced per man hour paid.

It is noteworthy that wage levels of industrial workers engaged in production of farm input commodities is substantially higher than that of industrial workers in food processing plants.

The leading firms in the machinery industry (International Harvester, John Deere, Massey-Ferguson and Ford) account for 67% of tractor sales, 69% of combines, and 69% of haying equipment.

According to Barber, a tractor selling price earning a company a profit return of 11.8% at an output level of 20,000 units, would yield an estimated 32.7% at 60,000 and 44.8% at 90,000 units. The actual units produced by the 11 companies selling on the world market varies from 7,000 to 153,800 units. Yet, virtually no price competition exists.

The most accurate measure of profitability is to compare "capital employed" with profits created. (Capital employed is equivalent to a company's total assets minus its current liabilities).

The profitability of Canada's food and beverages industry as reported by Statistics Canada for the fourth quarter of 1971 was 7.8 percent.

Profitability for the total manufacturing sectors of the report was only 6.69 percent.

Seven out of the other 13 manufacturing sectors of the report were lower than food and beverages.

If you would believe, the food industry is more profitable than the petroleum and coal industry.

Food is more profitable than chemical, electrical, paper, or even metal mines.

Success stories

This could probably explain how the fortunes of Garfield Weston or James Richardson were made. (Mr. Richardson is currently Minister of National Defence. Richardson's Pioneer Grain Company just happens to rent huge in land grain terminals at Moose Jaw and Saskatoon, Saskatchewan from Otto Lang, Minister in charge of the Canadian Wheat Board. The top seven floors of the Richardson Building in Winnipeg in return are rented to the federal government's own Air Canada).

Of course, the previous mentioned statistics incorporate under the title of beverages such companies as Seagrams, which contributes to the world various forms of intoxicants. Seagrams' owners, the Bronfman brothers, also have their hands dipped into movies, the Montreal Expos

baseball club and the Montreal Canadiens hockey club.

Let's make the picture a little clearer by taking a look at a few well-known companies operating in Canada.

Between 1968 and 1971, the five companies reaped a total profit of \$173.2 million. This represents a 23.3% increase in profits for that period.

Food prices--the good old Consumer Price Index--rose in the period between 1968 and 1971 by 7.7%.

Inflation is beaten cried the prime minister.

Oh but verily, can you detect the muffled sound of self-satisfied chuckling coming from the plush board room?

It is interesting to note that Canada Safeway Ltd and General Foods (Canada) Ltd are both wholly owned subsidiaries of American corporations.

It is also interesting to note that of the \$12.2 billion used by foreign corporations to expand in Canada between 1960 and 1967, 44% was provided by government through capital consumption allowances and a further 4.3% through depletion allowances.

Don't you wish that the government was as generous to you with your tax money? But then we aren't able to buy the political parties who run the government through campaign contributions.

The Basford Report on Concentration in Industry shows a higher level of concentration exists in Canadian manufacturing than in the United States with the 100 largest corporations operating 1,263 establishments in 114 industries and accounting for 42 per cent of total manufacturing sales. The remainder of manufacturing sales dis-

Cont. on page 12



Graphic by Dean Reeves

U of A restricts support to token gesture

You have just received the keys to your 1973 custom-made 240-Z. Sliding behind the wheel, you switch on the ignition. But wait! Where is that subtle feeling of power? Where is that pulsating throb? You step out of the car and look toward the hood. It's gone! The engine is gone!

What a rip-off!

This is exactly what the Students

Union and the Administration have done. They have given the NFU a car with no engine.

The SU gave the National Farmers' Union (NFU) the \$337.01 profits from the Pete Seeger concert. But so what? They spent \$1885.00 on blotters (1972-73) too.

The students union and the administration have given only token monetary support where letters to the NFU and particularly Kraftco are also es-

ential to the success of the boycott.

Two weeks in succession the SU was asked to pass a motion which did not ask for money but only for endorsement of the "NFU in its attempt to pressure Kraft into meeting with

elected representatives of NFU". Both times the motion was defeated.

The administration has decided to start replacing Kraft Products with competitive brands where possible. The decision was made by Mr. L. Leitch, VP Finance, after he reviewed his budget and discovered that the University of Alberta was purchasing over \$100,000.00 worth of Kraft products.

Mr. Leitch stated that the decision to replace Kraft products with competitive brands was not prompted by concern for the NFU's fight to win bargaining rights nor by any concern about the increasing growth of agri-businesses, such as Kraft, at the expense of Can-

adian farmers and businessmen.

He is only replacing Kraft products so that the university can be deemed fair to Kraft's competitors and unbiased towards any one corporation. Mr. Leitch has no plans to write to Kraft or to the NFU.

The SU and the administration may have been leery of throwing their full support behind the NFU because there had been no precedent action in Edmonton. But the NAIT Students Union (NAITSA) has given both monetary and moral support to the Kraft boycott, thereby setting a precedent which the University of Alberta could follow.

NAITSA passed a motion Nov. 8 to write to Kraftco and the NFU stating their position and to immediately donate \$50.00 to the Kraft Boycott Committee and to make an additional \$150.00 available to the committee at the discretion of NAITSA president

Stan Kwong. Mr. Kwong said that another \$50.00 would be going to the committee in the near future.

NAITSA also approached the cafeteria staff to ask their cooperation in the removal of Kraft products. The staff, although willing to comply, were unable to do anything because NAIT is a government institution and purchasing is done by tender (giving contracts to the lowest bidder) through a government agent. Mr. Kwong plans to meet with Fred Husband, the purchasing agent, to see what steps can be taken to cut down or eliminate Kraft products in NAIT.

The question now is: What will the SU or the administration of the University of Alberta do? Will they continue their present policy of making a good public show or will they take some responsible action towards aiding the farmers of this country in their fight for a viable union?

Cont. from page 11

tributed among 32,000 establishments many that are only single plants.

The Grey Report on Direct Foreign Investment in Canada revealed that in 1967 non-resident control of manufacturing was estimated at 57% and that 80% of that was controlled by Americans.

Strangely enough, the federal government considers any company operating in Canada to be Canadian. A strange situation but if they did not so rule over on-half of the so-called Canadian businesses that attended the Peking Trade Fair would have not been allowed in by the Chinese.

Just what does such a high level of concentration mean for the average Canadian?

"Economic theory and actual experience suggest that the level of concentration is an important determinant of market behaviors. Other things being equal, the smaller the number of leading firms which account for a large proportion of an industry's output, the more likely it is for the monopolistic practices to prevail." (Bastford Report)

And prevail the monopolies do. Companies used to talk about "cornering the market". In many cases the mythical market has been cornered, hog-tied, branded, butchered and sold for immense profit.

A monopoly has the uncanny sense to know that it can control prices and profits by the sheer fact that a monopoly means there is no real competition to the company's power.

'Price leadership'

But perhaps monopoly is not quite the correct description for the situation because one company does not yet control all sales. What has developed is price-fixing or what is otherwise euphemistically referred to as "price-leadership".

Price-fixing or "price-leadership" does not mean that prices will not change; it simply means that profits and prices will show a tendency to rise, regardless of cost factors in the industry. Baron and Sweezy explain this feature of "price-leadership" in an oligopolistic situation.

In the pure monopoly case, prices move upward or downward with equal ease, in response to changing conditions, depending entirely on whether a hike or a cut will improve the profit position. In oligopoly this is no longer quite the case. If one seller raises his price, this cannot possibly be interpreted as an aggressive move. The worst that can happen to him is that the others will stand pat and he will have to rescind (or accept a smaller share of the market). In case of a price cut on the other hand, there is always the possibility that aggression is intended, that the cutter is trying to increase his share of the market by isolating the taboo on price competition. If rivals do interpret the initial move in this way a private war with losses to all may result. Hence everyone concerned

is likely to be more circumspect about lowering than raising prices. Under oligopoly, in other words, prices tend to be stickier on the downward side than on the upward side, and this fact introduces a significant upward bias into the general price level in a monopoly economy.

Hence, the oligopoly has the advantage of power and control in the market which a pure monopoly would have, but it does not have the flexibility to make decisions quickly in response to people's demands especially where those might favour a general price reduction.

In North America the price system is one that "works only one way--up."

Just as the automobile industry is controlled by four big corporations in North America, so the food industry is controlled by large corporations.

The largest food conglomerate is the Weston chain which is multinational, but Canadian based. Westons is owned by the Garfield Weston Charitable Foundation. It is what is termed a vertically integrated corporation, which means it supplies itself with everything it needs.

Weston's holdings in retail stores, which includes such notables as Loblaw's Groceries, O.K. Economy, High-Low Foods, Shop-Easy and Power, is complimented by a wide-ranging list of wholly-owned suppliers, wholesale and transportation industries and even its own farms.

The advantages to vertical integration that allow for increased profits are that warehouse operations can be run more efficiently and at lower costs, private label products may be produced at less cost than national brands, and the ability to produce "private" or subsidiary labelled products increases the bargaining power of vertically integrated companies.

It is interesting that the larger-volume producer with the lower per unit costs and higher profits continues to determine price levels, while high-cost small producers such as Versatile or Canadian Co-operative Implements Limited are the only companies to attempt price competition.

Farmers are caught in a vicious cost-price squeeze which has driven thousands of them off the land.

Barber explains that low prices for farm products act as an incentive to buy more land and machinery, thus creating the vicious circle, but improved profits for machinery companies.

Farmers actions

Per farm investment in machinery in Canada has increased 10-fold from 1941 to 1967 from \$800 to almost \$9,000. In terms of debt the investment has meant an increase in outstanding credit of 150% between 1961 and 1966 for farm machinery purchases alone.

While the farmers debt has increased, so has his productivity. Between 1947 and 1955, productivity in-

creased 75%.

But the return on his investment is very low. In 1958 it stood at an equivalent weekly wage of \$38.00 minus interest costs. A study today would show the farmer is receiving less actual return due to inflation.

The Co-operative Commonwealth Federation (CCF) was formed out of irest and the demand for change. Great strides were made by the first CCF government elected in Saskatchewan in 1944. Despite the vocal objections of the business community, the people of Saskatchewan benefited from what is now considered model legislation in labour, health care and the nationalization of electricity, telephones and insurance.

The CCF did not continue with the progressive legislation for it grew more conservative with age and the elected leaders refuted the most important principle of that party--the elected leaders of the party abide by the policy decided by the members of the party at the annual convention.

The formation of the National Farmers Union (NFU) in 1969 can be credited to the determination of many farmers to stand and fight for their land. The NFU's policy of confront-

tation politics has been the major reason the federal government backed down from public endorsement of the Task Force on Agriculture report.

The NFU has been demanding collective bargaining rights for Canadian farmers so they can obtain enough revenue to continue operations.

The choice is clear: land owned by a few individuals and corporations or land owned and tilled by the people through their democratically controlled government.

As we have already pointed out, Canadian agriculture is rapidly approaching the point of no return.

Our other natural resources are already controlled by foreign corporations. The final step towards complete corporate control of food is rapidly approaching. So far only the farmers are raising their voices in opposition.

The present process will only be beaten back if the people in cities ally themselves with Canada's rural population and collectively head Canada in a different direction. We must head towards a society that places its emphasis on fulfilling the needs of people rather than the maintenance and expansion of private property.

Some U campuses attempt to defy Kraft

Through the actions of students, Canadian University Press (CUP) network papers, and local boycott committees, several campuses across Canada have joined in the NFU boycott of Kraft foods.

York University, the University of Saskatchewan - Regina campus, the University of Lethbridge, and a college at the University of Manitoba have succeeded in entirely eliminating Kraft products from their campus food outlets.

Waterloo University, Conestoga College, and Laurentian University are currently engaged in actions designed to remove Kraft from their campuses.

Student Councils at the University of Toronto, York University, Waterloo University, Laurentian University, Conestoga College, University of Manitoba, University of Saskatchewan (Regina and Saskatoon campuses), the University of Lethbridge, NAIT and SAIT have all endorsed the boycott with some financial contribution either directly to the NFU or to local boycott committees.

However, things on the campus at the University of Alberta have not been quite so rosy.

When the Edmonton Boycott Kraft committee approached the Students Union here for support (official and

financial) they were flatly refused. In continuing efforts to have Kraft removed from the shelves of the various campus food outlets they have met with nothing but smiling liberal patronization by such luminaries as L. C. Leitch, Vice-President for Finance and Administration.

In a memo to Mr. Ray Bennett, Director of Purchasing for the University food services, J. W. Raven, Director of Housing and Food Services magnanimously agreed that "where the Kraft brand does not equal or surpass competitive brands in meeting... (certain criteria such as public acceptance of the brand, quality and price of the product, and availability in the quantities required)... we will not use products sold under the Kraft label."

However, the memo goes on to say that on the odd occasion when a rival product can compete with so huge a corporate colossus as Kraft on the basis of the above criteria, the purchasing department may "order either" as the department has no brand preference. The very inertia of bureaucratic ordering procedures would tip the scale in favour of Kraft.

The University of Alberta has a long way to go yet before it will have effectively joined the NFU's boycott against Kraft.

kraft boycott gains momentum . . .

What's rotten in the food industry exposed

by Ross Harvey

The Kraft Boycott, instigated by the National Farmers Union, is "just a nucleus, the start of an alliance between urban and rural people that can expand to take on any part of the food industry."

These seemingly optimistic words came from one Don Kossick, National Boycott Co-ordinator for the NFU. Kossick was in town last week to survey the local boycott situation and assist the local boycott committee if he could.

"The Kraft boycott has served as the spark that has brought about a political alliance," he said. It has become "a centering in on what's rotten in the food industry."

Kossick speculated that consumers were getting concerned about what's happening to the rural farm and the

poor prices the farmers were getting paid for their produce; and that the farmers are concerned over the prices the consumers have to pay and the poor quality of food that they're getting.

"And they're both getting screwed by the same middle man," he said.

"But what's developing is an understanding between the two groups." People are seeing how the governments, in league with agri-business through such bodies as the OMC (Ontario Milk Commission) and the OMMB (Ontario Milk Marketing Board) work against the people.

Right now, this realization is centered around the boycott, but "it's developed into a political thing. People are seeing how governments work hand in hand quite often with large corporations."

Kossick sees no reason why the idea

of consumers and producers getting together can't work in other industries, for instance the oil industry, to stop the middle man (usually a processor) from turning their needs into his own exorbitant profit.

"The Kraft boycott is proving that you can," he said.

The boycott has come a long way since it was instituted by the National Farmer's Union at their annual convention on August 19, 1971.

Their stated aim of securing "a recognized collective bargaining position for the dairy men in Ontario through the NFU" has not yet been fully realized, but rapid advances are apparent everywhere.

Informational picketing actions have been carried out in over 28 urban centres in Alberta, Saskatchewan, Manitoba and Ontario. In Ottawa, the picketing resulted in one chain store,

Steinbergs, changing their store brand of cheese from Kraft to Black Diamond.

There are now formal urban support groups (like the Edmonton Boycott, Kraft Committee) in Toronto, Ottawa, Kingston, Saskatoon, Regina, Moose Jaw and other centres. By April at the latest, the NFU hopes to have such groups in Vancouver, London, Windsor, and Calgary.

"By summer, mass actions should be organized to take place all across Canada," Kossick said.

Support for the boycott has come from a wide variety of institutions, private citizens, interest groups, and public organizations.

The list includes the Manitoba and Saskatchewan Federations of Labour, CUPE, the Civil Service Association of Alberta, and the Manitoba, Saskatchewan and British Columbia New Democratic Parties.

Non Kraft shopping list

C
h
e
e
s
e

CHEDDAR

Black Diamond
Clover Leaf
Cherry Hill
Medo-land
Armstrong
Parkwood
Wespride
Locomart
Schneiders
Richmello
New Bothwell

COTTAGE

Primrose
Clover
Palm
Co-op

PROCESSED

Ingersoll
Black Diamond
Parkwood
Spread Easy
Schneiders

CREAM

Standard
Bayemland
Modern
Black Diamond

SLICED

Cavalier
Black Diamond
Parkwood
Richmello
Perkshire

JAMS AND JELLIES

Monarch
Co-op
Roses
Welches
Dundee
Keiller
Nabob
Regal
Cottage
St. Williams
Picnic
Empress
Valley Gold
Chimax
E. D. Smith
Chivers
York
Berry Box
Stafford
Harmonie

HONEY

R. G. Swannie
Co-op
Alpha
Empress
Bee-maid
Clover Crest
Sasko
Prairie Queen
Billie Bee
Pederson & Sons,
Baldwinton

PIZZA, MACARONI SPAGHETTI DINNER

Chef Boy ar Dee
Catelli
Betty Crocker
Lipton
Gattuso

FRESH JUICES

Sun Pack
Co-op
Beep
Palm

SOUR CREAM

Co-op Palm
Palm
Primrose

SALAD DRESSING

Catelli
A La Carte
Shirriff
Heinz
Stafford
Nutty Club
Food Club
Hunt
Monarch
Moms
Sharwood
Crosse & Blackwell
Piedmont
Master Foods
Frenchs
Nallys

VEGETABLE OIL

Safflo
Mazola
West
St. Lawrence

CANDIES

Nutty Club
McCormics
Lowney
Paulins
Mackintosh
Enchantment
Leeds
Ultra Fine
Taverners
Orchid
Pascal
Keiller

MARMALADE

Co-op
Golden Kist
Robertsons
Chivers
Keiller
Dundee
Roses
Shirriff
Empress
Stafford

PEANUT BUTTER

Squirrel
Golden Nut
Billy Boy
Co-op
Nutty Club
York
McColls
Cavalier
Empress
Jack & Jill
Richmello
McLarens

MARGARINE

Mums
Goodluck
Imperial
Golden
Solo
Co-op
Tulip
Pennant
Butternut
Cavalier
Saffsweet
Blue Bonnet
Fleishmanns
Harvest
Village
West
Dalewood
Delmar
Express
Vegmar
Richmello

POWDERED COFFEE CREAM

Coffee Mate
With
Coffee Delight
Coffee Team
Coffee Tune

PIE FILLING FOR BAKERIES, CAFES

Loves
Bowes
E. D. Smith
Gumperts
Sun-ripe

ICE CREAM

Silverwood
Palm
Co-op
Richmello
Snow Star
Velvet

SPECIALTY MEATS*

Peerless
Schneiders
Burns
Maple Leaf
Olympic
Swifts

*note: Vancouver
Fancy Sausage Co.
is owned by Kraft.

MUSTARD

Frenches
Food Club
Keens
Co-op
Libbys
Heinz
Dijon

MARSHMALLOWS

Campfire
Angelus

POETRY SUPPLEMENT

FOUR



War

I wanted to do great and mighty deeds for
Thee, O Lord,
And here I am torn between two,
Within a fiercer battle rages
Then e'er was fought on foreign soil.
I wished to be a shining light,
And here I lie in muck and mire
Unfit for service anywhere.
"Your sinful man is crucified,"
The book of Romans says,
Say no to self
And by my spirit
I will give you victory.

By Linda Jantz

THE FIRE IN SUB

(The scene: a couple; a few flames; a mixed chorus)

WOMAN,

Opaque lumps of snow
or transparent
more opaque than transparent
stifle the dandelions
and the purple flowers
everywhere.
O the chill!

MAN,

The clock
ticks
rolls
meanders
in atavistic furrows.

CHORUS,

Adam and Eve
never retrieve
cave spontaneity.
It's now a toy
in many clinics.

WOMAN,

The dancing flames
can hardly warm
my shivering shadows
on the wall.

MAN,

The mushrooms
of deciduous time
drop
one after another
in octopus-limbed fire.

CHORUS,

- O thou who art stranded
on the other shore,
O SinBad.
- The frozen sea
worms
into fading distance.
- The paperboats we make
never sail
the streams of blood.

by M. Deeb



Seeds

i speak now
what my heart has held in silence

spring wind and rain
to my heart in
sunshine came

- and i
broke

silence

by Darlene Clarke

The Swim

I race, lake bound
Shedding civilization
as I follow primeval footprints
to dissappear with a burp
at the waters edge

I float
my rotten skin molting
sewage flowing from my veins
my beer fat flesh
Stripped away by scavenging pike
my bones, cleansed
sink peacefully to the lake bed

I scream as churning motors
furrow my flesh
trailing poinson vapours
rotting garbage festers
rusting cans infect
I belch
nauseous on the squirming blue-green
mass of my beach-laps.
I flop on maggoty shores
convulsing on
The stench of putrefying corpses
That shrouds my slimy green skeleton
as it staggers
back to the city morgue.

By R. B. Cheshire



tonight the piper plays softly, in lower key
the songs that made rich the day

his fingers are beauty
his flute, my hope
his notes more clear now
than i have heard before

i hear, softly near

a single note
joining others, the simple song
Jesus' hand upon my heart

by Darlene Clarke



Consciousness Revealed

She stares
contemplating the dark hair of my navel
her fingers probing my mother hole
She questions
If your soul came through an umbilical cord
wheres the hole in your head
Laughing
I part hair
and spill my brains
into her womb.

By R. B. Cheshire

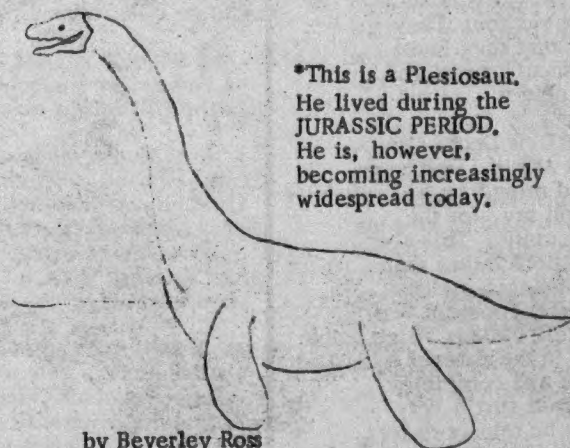
PLESIOSAUR

Floatation:
displacement downward
by rotund virtue of bulging indulgence.

Occupation:
plunging after silver-throated fishes
in a temparate sea of cotton batting
diving in the name of convention.

Contemplation:
fibrous strands of uncoordinated medullae
convening in hallowed halls
atop an intensely rubber neck.

Always a pleasing smile
Never a sorry mood. *



*This is a Plesiosaur.
He lived during the
JURASSIC PERIOD.
He is, however,
becoming increasingly
widespread today.

by Beverley Ross

Down home pickin' with Doc

Arthel Watson, born in Stoney Fork, N. C. in 1923 learned to play harmonica when he was just a lad.

"As far as I can remember I've been completely fascinated by anything that had a musical sound. There were a couple of cow bells and a sheep bell lying around the house, and I remember how interested I was by the different tones of the bells, and I also recall how Mama would scold me for making so much noise.

"As a small boy my first real musical instrument was a harmonica. After I had learned to play the harmonica a little bit, my dad built a new woodshed and granary which had a sliding door at the front. I attached a piece of steel wire to the staple driven into the doorpost and fastened the other end to the door; then by pushing the door, I could put tension on the wire thus tuning it to a bass tone, the same key as my harmonica. I sure had a lot of fun pickin' on the wire and playing the harmonica along with it, but I guess it had a kind of primitive sound.

"Although my first love in music is a regular flat top guitar, the first stringed instrument I owned was a little fretless banjo that my dad made for me. The neck and tuning pegs were carved from pieces of maple wood, the hoop was made of hickory boiled in water and then bent into the proper shape. The head was made of cat skin which my dad tanned in a very special way, taking the hair off, of course, but still not weakening the unbelievable strength of the skin. The first music I learned to play was the old time banjo tunes and I also learned a few of the old fiddle tunes on the harmonica."

Doc's father was a banjo-picker; his mother a ballad-singer. Doc was a popular local amateur performer and in 1954 formed a band with Jack Williams from Johnson City, Tenn. Musical influences during this period were mostly from radio and phonograph records; popular bands trying to make it had to play a combination of Rock & Roll, Country & Western, old pop standards and a few old square dance tunes.

Then in 1960 Doc met Ralph Rinzler who was in his area looking for old-time music; by 1962 the Doctor was caught up in the folk music revival and has been recording old time music since then.

The first album (chronologically) I know of is The Doc Watson Family on Folkways, c. 1960. It included many old traditional favorites from fun songs to ballads. Delightful throughout.

The next one I know of is Old Time Music at Clarence Ashley's. This album (c. 1961) features Doc, Clarence Ashley (a neighbor of Doc's, and an old medicine show trooper), Gaither C Carlton (Doc's father-in-law) and others.

The next disc I have is Southbound, 1966, featuring Merle Watson, Doc's son, on guitar and banjo. He has learned well, it seems, learning to play, as Doc did, by ear.

His style mirrors Doc's in that he knows exactly what NOT to do. The Watsons' style, you see, is to play something in a completely unembellished, CORRECT style. This is not to say it's simple, mind you. They give you the feeling that they know exactly how a song should sound and that's the way they play it.

Home Again, 1967, is Doc's apology for the previous album, which was a bluegrass-flavoured thing. An appeasement, you might say, for the lovers of "old-time" music. This album stresses vocalisations rather than a deluge of excellent finger-picking; the Doctor doing mostly Southern versions of old English folk ballads. His voice always instills in the listener a feeling of confidence and complete relaxation. It appears at first a very simple instrument as he refuses to let all the tricks out of the bag in one song or even one album. But listening to many different albums one becomes

amazed with the range and purity of his vocalisations.

Time for a live album? Sure; Doc Watson on Stage with Merle Watson. Recorded in New York in 1970, this magnificent double LP album would be a great introduction to anyone who hasn't heard Doc. It includes lots of fun songs, several ballads, blues, bluegrass, and some spoken folk tales dealing mostly with religious jokes involving (what else?) Baptists and Quakers.

And although Merle still refuses to sing, his finger-picking is perhaps slightly better (if this is possible).

Next: Ballads from Deep Gap, 1971. Doc finally decides to really turn his finger picking loose. WOW. One of his best, and Merle is even better than last time.

Elementary Doctor Watson, 1972, cut in Nashville (most of the others were recorded in New York) is strange. For some reason, Doc has a five piece

back-up band behind him and Merle, consisting of bass, drums, piano, and fiddle. Strange; about a 50/50 split between mediocre (for Doc Watson) and truly incredible (as Holger Petersen would say).

There are a few other albums around which I haven't heard: Doc Watson, Doc Watson & Son (the first disc with Merle on it), and the Newport recordings on which the good Doctor is featured.

Go buy one. Any one.

SUB gallery bounces back

The SUB Art Gallery is once again getting into full scale presentations with a show by Andre Fontaine called "The Creation" which will run from January 29 to February 29.

The show is billed as "a journey into the universe by the media of Cosmonitic Art, light, and four channel sound effects."

The visual part of the show consists of forty paintings and murals of "space age Cosmonitic Art", a style developed by Mr. Fontaine.

Cosmonitic Art had its origins in 1963 when Fontaine, utilizing concepts gathered in his association with Jackson Pollock, perfected a "revolutionary medium in the artistic field known as "Texmos"--a fluorescent fiberglass medium. This then gave birth to Cosmonitic Art.

(Writer's note: I am writing this from a press release. It does not explain what Cosmonitic Art is. I tried to find out, but couldn't find anyone else who knew what it was. I'm afraid you'll just have to go to the show and see for yourself.)

Fontaine was born in Quebec where he received his primary education and then moved to Victoria, Boston and Miami.

While a young man, he went through a period of wandering and self-discovery, working in the Royal Canadian Navy at one point. He then started studying futuristic art with Pollock, Le Corbusier and Fresco among others and majored in space technology at the Miami Scientific Research Centre and Cape Kennedy.

When Jackson Pollock was killed in 1956, Fontaine took it upon himself to continue Pollock's explorations into futuristic art. Supporting himself as a foreign press correspondent, he continued this work until the advent of "Texmos" in 1963.

Fontaine has had major exhibits all around the world and is also a published author.

His work draws mainly on his own visions and interpretations of the "cosmic" and as such is reputed to be very moving and intense.

There is no admission charge for this show.

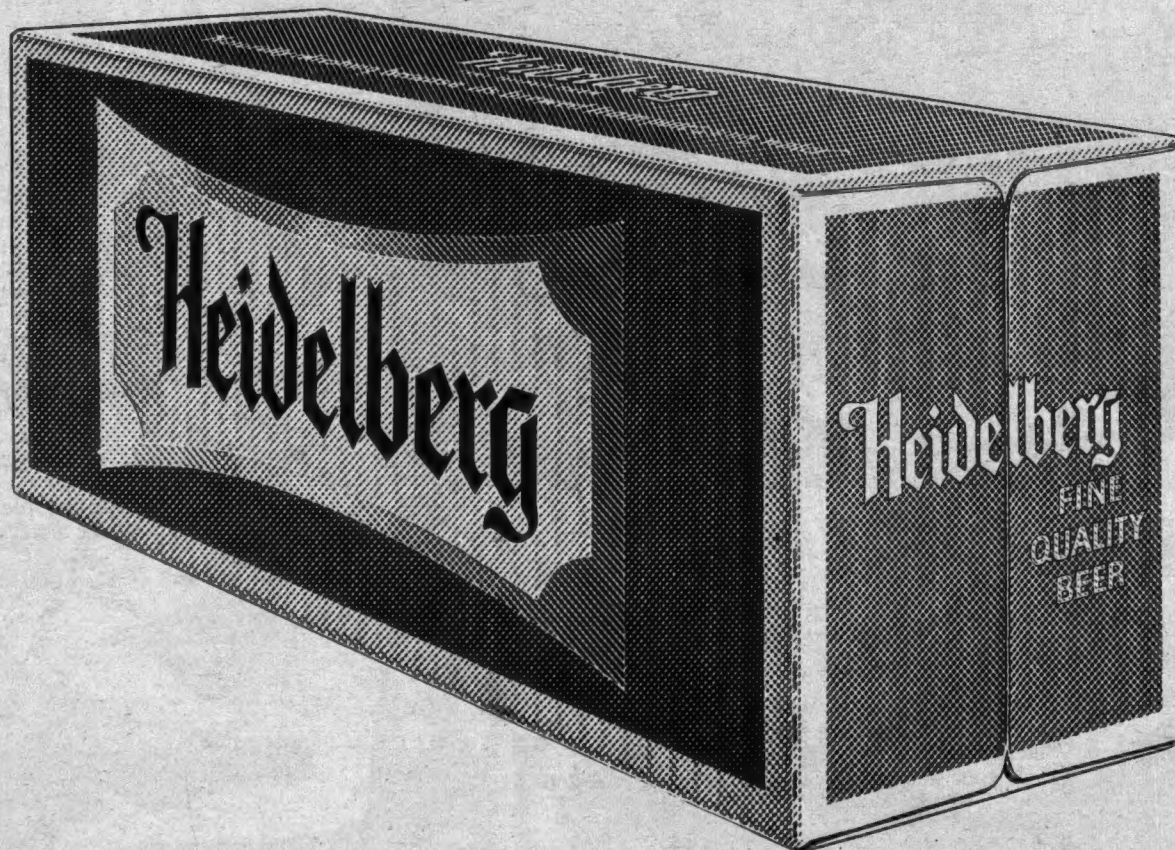
Discography

1. The Doc Watson Family (Folkways FTS31021)
2. Old Time Music at Clarence Ashley's (Folkways FA2355)
3. Doc Watson & Jean Ritchie (Folkways FA2426)
4. Doc Watson (Vanguard VSD-79152)
5. Doc Watson & Son (Vanguard VSD-79170)
6. Southbound (Vanguard VSD-79213)
7. Home Again (Vanguard VSD-79239)
8. Country Blues & Bluegrass at Newport (Vanguard VSD-79146)
9. Old Time Music at Newport (Vanguard VSD-79147)
10. Doc Watson on Stage (Vanguard VSD-9 & VSD-10)
11. Ballads from Deep Gap (Vanguard VSD-6576)
12. Elementary Doctor Watson (Poppy Records PYS-5703)
13. Doc Watson in Nashville (Vanguard?)

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